



SELF-SERVICE PLATFORM FOR SELLING

ADVERTISING

Inventors: Yasnovsky et al.

Serial No.: 10/700,837

Sheet 1 of 42

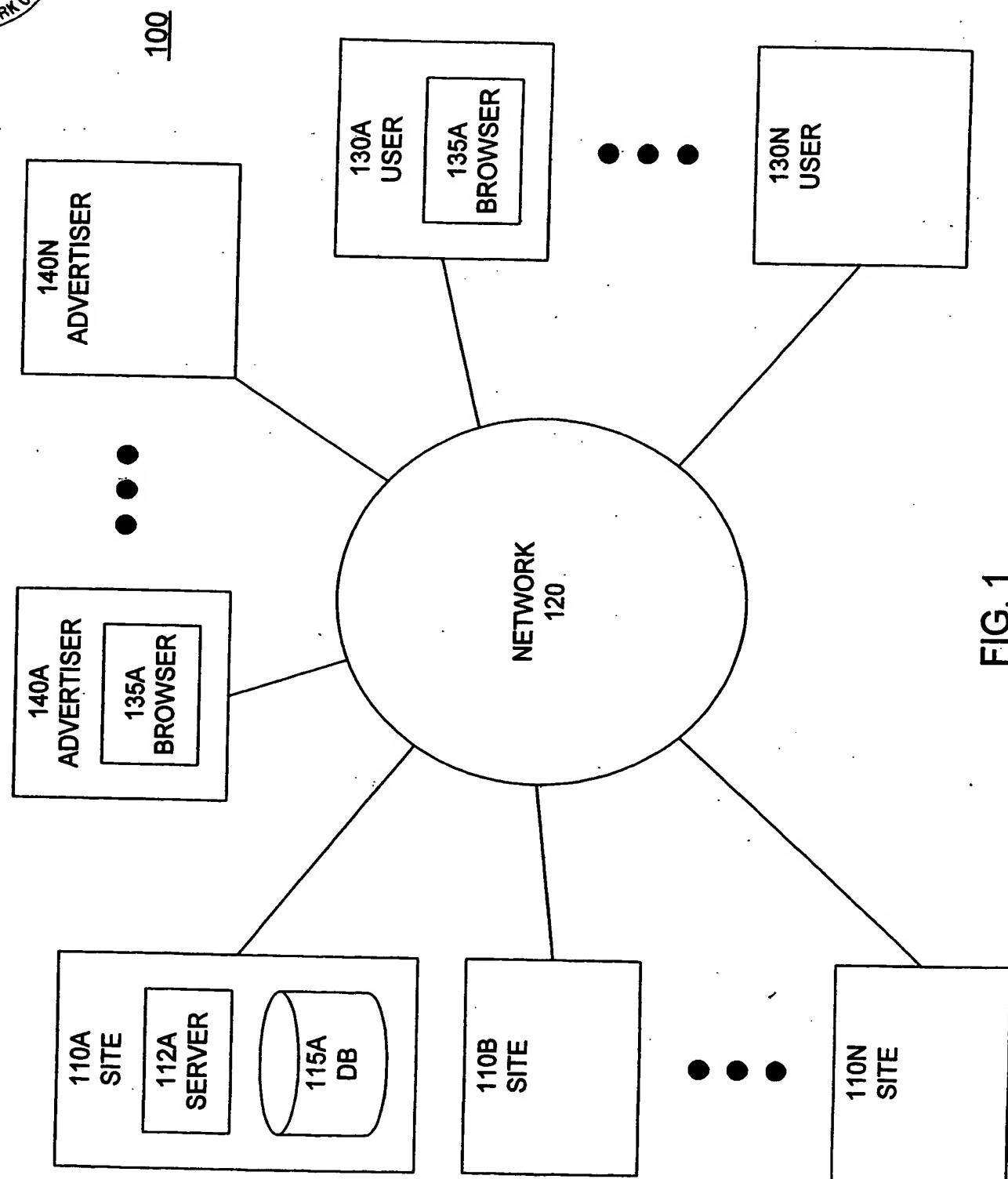


FIG. 1

YAHOO! Ad Central

Welcome, Guest

Frontpage Marketplace

Existing Yahoo! Users

Enter your ID and password to sign in

Yahoo! ID:
Password:

230

Remember my ID on this computer
Sign In

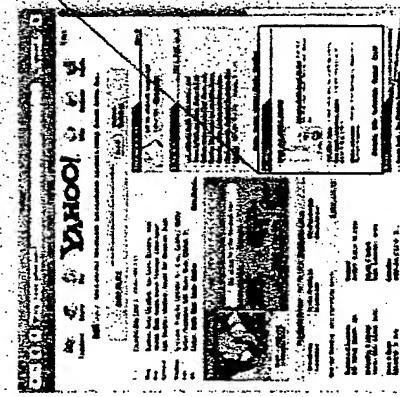
Advertise your business on the Yahoo! front page

Promote your business and products in the Marketplace module.
Try it out -- create an ad!

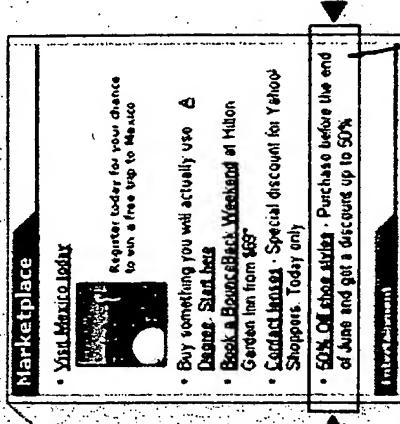
Learn more about pricing.

220

Plan, purchase and schedule your ad campaign with an easy-to-use interface.
Overview of benefits.



Take the Tour



220

215

FIG. 2

YAHOO! Ad Central

Welcome, ellot5

Yahoo! Front Page Marketplace

Create Campaign

1. Set Budget & Reserve Date(s)
2. Create Ad (optional)
3. Name Campaign
4. Confirmation

Step 1. Set Budget and Reserve Dates

Campaign Budget \$ 500 (Current Account Balance: \$0) 312

Please check the boxes next to the dates you wish to reserve below. Your debit account will be deducted each time a user clicks on your ad. For example, if you choose a date with a cost per click of \$0.55, then you will be charged \$0.55 when a user clicks your ad on that day.

All Days View

	All	None	Day	Date	Cost Per Click
<input type="checkbox"/>			Wednesday	23-Jul-2003	\$0.45
<input checked="" type="checkbox"/>			Thursday	24-Jul-2003	\$0.45
<input checked="" type="checkbox"/>			Friday	25-Jul-2003	\$0.45
<input checked="" type="checkbox"/>			Saturday	26-Jul-2003	\$0.23
<input checked="" type="checkbox"/>			Sunday	27-Jul-2003	\$0.23
<input checked="" type="checkbox"/>			Monday	28-Jul-2003	\$0.45
<input type="checkbox"/>			Tuesday	29-Jul-2003	\$0.45

FIG. 3A-1

SELF-SERVICE PLATFORM FOR SELLING

ADVERTISING

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Wednesday	30-Jul-2003	\$0.45
Thursday	31-Jul-2003	\$0.45
Friday	01-Aug-2003	\$0.45
Saturday	02-Aug-2003	\$0.23
Sunday	03-Aug-2003	\$0.23
Monday	04-Aug-2003	\$0.45
Tuesday	05-Aug-2003	\$0.45
Wednesday	06-Aug-2003	\$0.45
Thursday	07-Aug-2003	\$0.45
Friday	08-Aug-2003	\$0.45
Saturday	09-Aug-2003	\$0.23
Sunday	10-Aug-2003	\$0.23
Monday	11-Aug-2003	\$0.45
Tuesday	12-Aug-2003	\$0.45
Wednesday	13-Aug-2003	\$0.45
Thursday	14-Aug-2003	\$0.45
Friday	15-Aug-2003	\$0.45
Saturday	16-Aug-2003	\$0.23
Sunday	17-Aug-2003	\$0.23
Monday	18-Aug-2003	\$0.45

FIG. 3A-2

SELF-SERVICE PLATFORM FOR SELLING

ADVERTISING

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<input type="checkbox"/>	Tuesday	19-Aug-2003	\$0.45
<input type="checkbox"/>	Wednesday	20-Aug-2003	\$0.45
<input type="checkbox"/>	Thursday	21-Aug-2003	\$0.45
<input type="checkbox"/>	Friday	22-Aug-2003	\$0.45
<input type="checkbox"/>	Saturday	23-Aug-2003	\$0.23
<input type="checkbox"/>	Sunday	24-Aug-2003	\$0.23
<input type="checkbox"/>	Monday	25-Aug-2003	\$0.45
<input type="checkbox"/>	Tuesday	26-Aug-2003	\$0.45
<input type="checkbox"/>	Wednesday	27-Aug-2003	\$0.45
<input type="checkbox"/>	Thursday	28-Aug-2003	\$0.45
<input type="checkbox"/>	Friday	29-Aug-2003	\$0.45
<input type="checkbox"/>	Saturday	30-Aug-2003	\$0.23
<input type="checkbox"/>	Sunday	31-Aug-2003	\$0.23

Save and Continue > Cancel

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FIG. 3A-3

YAHOO! Ad Central

Yahoo! Front Page Marketplace - Yahoo! - Help

Welcome, elliot5

Yahoo! Front Page Marketplace

Create Campaign

1. Set Budget
& Reserve Date(s)

2. Create Ad
(optional)

3. Name Campaign

4. Confirmation

Step 2. Create Ad

You may skip this step and create your ads later. However, keep in mind that ads may take up to three days to approve.
You may include up to five ads per campaign.

323

[Create New Ad](#)

OR

Reuse your previously created ads.

Ad Name

Text Copy

Patent File Service
File Patents starting at \$199 - Call now for free estimate 800-8000

Technical Writers - Highly Trained - Only \$75/hr any subject.
Click 4 details

Lovable running companions - weimaraners & greyhounds
\$500ea

[Continue >](#) [Cancel](#)
(Continue and
Submit ads, if any)

FIG. 3B

SELF-SERVICE PLATFORM FOR SELLING ADVERTISING

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YAHOO! Ad Central

Yahoo! Front Page Marketplace - Yahoo! - Help

Welcome, elliot5

Yahoo! Front Page Marketplace

Create Campaign

1. Set Budget
& Reserve Date(s)

2. Create Ad
(optional)

3. Name Campaign

4. Confirmation

Step 3. Name Your Ad Campaign

Creating Ad Campaigns allows you to organize your ads into specific topics or areas. For example, if you sell greeting cards, you can create campaigns for the different holidays and place ads within each campaign. If one campaign is named Valentine's Day, the ads you create would all pertain to that holiday and would run at or around the same time.

330

Ad Campaign Name

Weimaraners

[Save and Continue >](#)

[Cancel](#)

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Privacy Policy - Terms of Service - Additional Terms

FIG. 3C

YAHOO! Ad Central

Yahoo! Front Page Marketplace - Yahoo! - Help

Welcome, elliot5

Yahoo! Front Page Marketplace

Create Campaign

1. Set Budget
& Reserve Date(s)

2. Create Ad
(optional)

3. Name Campaign
(optional)

4. Confirmation

[Sign Out](#)

** Please print this page and keep for your records **

Thank you! Your campaign has been created.

Confirmation of your order will be emailed to: elliot@yahoo-inc.com.

Before your campaign can run, you must complete the following:

1). Fill your debit account ([Make Payment](#))

For further information, please read through the FAQ located [here](#).

351 Campaign Name: Weimaraners
352 Campaign Budget: \$500.00

Requested Run Dates

Thu, 7-24-03

353 Fri, 7-25-03

Sat, 7-26-03

Sun, 7-27-03

Cost Per Click

\$0.45

\$0.45

\$0.23

\$0.23

FIG. 3D-1

SELF-SERVICE PLATFORM FOR SELLING

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Mon, 7-28-03 \$0.45

Ad Name	Ad Text
Weimaraners, Greyhounds	Lovable running companions - weimaraners & greyhounds \$500ea

Please continue on to the Manage Campaigns page

FIG. 3D-2

YAHOO! Ad Central

Welcome, elliot5

Yahoo! Marketplace Ad Manager

[Manage Campaigns](#) | [Create Campaign](#) | [Manage Ads](#) | [Create Ad](#) | [Pricing](#) | [Reports](#) | [Alerts](#) | [My Account](#)

Manage Campaigns

Last Updated: Jul 03, 2003 4:14pm PDT

[Sign Out](#)

[Frontpage Marketplace](#) - [Yahoo!](#) - [Help](#)

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Campaigns	Ads
All Campaigns	413A
Active Campaigns (1)	413B
Weimaraners	413C
	Campaign Name: Weimaraners rename
	Campaign Status: Active suspend cancel
	Campaign Run Dates edit dates
	Month Days Year
	July 6,7,8,9,10,11,12,24,25 2003
	August 21,24,26,30 2003
	415
	Current Campaign Ads include another ad
Ad Name	Total Clicks
Weimaraners, Greyhounds	tbd
Campaign Summary	0 \$0.00
	\$0.00 Approved
	edit ad detach ad

411 →

414

416

FIG. 4A

YAHOO! Ad Central

Welcome, elliot5

Yahoo! Marketplace Ad Manager

[Manage Campaigns](#) | [Create Campaign](#) | [Manage Ads](#) | [Create Ad](#) | [Pricing](#) | [Reports](#) | [Alerts](#) | [My Account](#)

Suspend Campaign

Are you sure you want to suspend your campaign, "Weimaraners"?

[Suspend](#) | [Cancel](#)

[Frontpage Marketplace](#) - [Yahoo!](#) - [Help](#)

SELF-SERVICE PLATFORM FOR SELLING
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FIG. 4B

YAHOO! Ad Central

Frontpage Marketplace - Yahoo! - Help

Welcome, ellots5

Yahoo! Marketplace Ad Manager

[Manage Campaigns](#) | [Create Campaign](#) | [Manage Ads](#) | [Create Ad](#) | [Pricing](#) | [Reports](#) | [Alerts](#) | [My Account](#)

Manage Campaigns

Last Updated: Jul 03, 2003 4:14pm PDT

Campaigns	Ads	424A	424B	424C
All Campaigns	Campaign Name: Weimaraners	rename	Campaign Number: 500000327	
Suspended Campaigns	(1)	—Your campaign has been suspended. In order to resume it, please click the "Resume" link beside Campaign Status —		
Weimaraners	Campaign Status: Suspended	resume	Budget: \$500 edit budget	
	Campaign Run Dates	edit dates	Total Days: 13 Days	
	Month	Days	Year	
	July	6,7,8,9,10,11,12,24,25	2003	
	August	21,24,26,30	2003	
	Current Campaign Ads	include another ad		
Ad Name	Total Clicks	Total Cost	Status	
Patent File Service	tbd	\$0.00	Pending	edit ad detach ad
Weimaraners, Greyhounds	tbd	\$0.00	Approved	edit ad detach ad
Campaign Summary	0	\$0.00		

423

FIG. 4C

YAHOO! Ad Central

Welcome, elliot5

Yahoo! Marketplace Ad Manager

Manage Campaigns | Create Campaign | Manage Ads | Create Ad | Pricing | Reports | Alerts | My Account

View Schedule

To begin scheduling dates to run your ad, click Create Campaign.

Day	Date	Pricing (Cost Per Click)
Sunday	06-Jul-2003	\$0.60 (Selected)
Monday	07-Jul-2003	\$0.09 (Selected)
Tuesday	08-Jul-2003	\$0.18 (Selected)
Wednesday	09-Jul-2003	\$8.30 (Selected)
Thursday	10-Jul-2003	\$0.36 (Selected)
Friday	11-Jul-2003	\$0.45 (Selected)
Saturday	12-Jul-2003	\$0.63 (Selected)
Sunday	13-Jul-2003	\$0.54
Monday	14-Jul-2003	\$0.09
Tuesday	15-Jul-2003	\$0.18
Wednesday	16-Jul-2003	\$8.30
Thursday	17-Jul-2003	\$0.36
Friday	18-Jul-2003	\$0.45

FIG. 4D-1

SELF-SERVICE PLATFORM FOR SELLING
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Saturday	19-Jul-2003	\$0.63
Sunday	20-Jul-2003	\$0.54
Monday	21-Jul-2003	\$0.09
Tuesday	22-Jul-2003	\$0.18
Wednesday	23-Jul-2003	\$6.30
Thursday	24-Jul-2003	\$0.36
Friday	25-Jul-2003	\$0.45
Saturday	26-Jul-2003	\$0.63
Sunday	27-Jul-2003	\$0.54
Monday	28-Jul-2003	\$0.09
Tuesday	29-Jul-2003	\$0.18
Wednesday	30-Jul-2003	\$6.30
Thursday	31-Jul-2003	\$0.36
Friday	01-Aug-2003	\$0.45
Saturday	02-Aug-2003	\$0.63
Sunday	03-Aug-2003	\$0.54
Monday	04-Aug-2003	\$0.09
Tuesday	05-Aug-2003	\$0.18
Wednesday	06-Aug-2003	\$6.30
Thursday	07-Aug-2003	\$0.36
Friday	08-Aug-2003	\$0.45
Saturday	09-Aug-2003	\$0.63
Sunday	10-Aug-2003	\$0.54
Monday	11-Aug-2003	\$0.09

FIG. 4D-2

SELF-SERVICE PLATFORM FOR SELLING
ADVERTISING

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Tuesday	12-Aug-2003	\$0.18
Wednesday	13-Aug-2003	\$6.30
Thursday	14-Aug-2003	\$0.36
Friday	15-Aug-2003	\$0.45
Saturday	16-Aug-2003	\$0.63
Sunday	17-Aug-2003	\$0.54
Monday	18-Aug-2003	\$0.09
Tuesday	19-Aug-2003	\$0.18
Wednesday	20-Aug-2003	\$6.30
Thursday	21-Aug-2003	\$0.36
Friday	22-Aug-2003	\$0.45
Saturday	23-Aug-2003	\$0.63
Sunday	24-Aug-2003	\$0.54
Monday	25-Aug-2003	\$0.09
Tuesday	26-Aug-2003	\$0.18
Wednesday	27-Aug-2003	\$6.30
Thursday	28-Aug-2003	\$0.36
Friday	29-Aug-2003	\$0.45
Saturday	30-Aug-2003	\$0.63
Sunday	31-Aug-2003	\$0.54

FIG. 4D-3

YAHOO! Ad Central

Welcome, elliot5

Frontpage Marketplace

[Manage Campaigns](#) | [Create Campaign](#) | [Manage Ads](#) | [Create Ad](#) | [Pricing](#) | [Reports](#) | [Alerts](#) | [My Account](#)

Campaign Summary Report

[Return to Reports](#)

433 → Campaign Dates: to
Campaign Status:

Campaign Dates: Jun. 29, 2003 - Jul. 6, 2003

Campaign/Folder: All Campaigns

431 → Total Days: 0

Total Impressions: 0

Total Cost: \$0.00

Average Cost/Click: \$0.00

Total Clicks: 0

Campaign	Campaign	Impressions	Avg.	Total	
Start Date	End Date	Status	CPC	Clicks	Cost
2003-07-06 [00:00:00]	2003-08-30 [23:59:59]	Weltmara... ters	Active	0	\$0.00 0 \$0.00

Page 1

FIG. 4E

YAHOO! Ad Central

Frontpage Marketplace - Yahoo! - Help

Welcome, elliot5

Yahoo Marketplace Ad Manager

[Manage Campaigns](#) | [Create Campaign](#) | [Manage Ads](#) | [Create Ad](#) | [Pricing](#) | [Reports](#) | [Alerts](#) | [My Account](#)

Manage Campaigns

Last Updated: Jul 03, 2003 4:14pm PDT

[Campaigns](#)

[Ads](#)

—You have no marketplace campaigns at this time.—

Create Campaign

Select dates, a budget and ads for your ad campaign.

Create Ad

Create an ads that you can use for your ad campaigns.

View Schedule

View a pricing schedule for the next two months.

Alerts

Set alerts to notify you when future prices become available or when your account balance falls to your specified levels.

Make Payment

Put money into your debit account so that your ad campaign will run.

[Sign Out](#)

SELF-SERVICE PLATFORM FOR SELLING

ADVERTISING

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FIG. 4F

YAHOO! Ad Central

Frontpage Marketplace - Yahoo! - Help

Welcome, elliot5

Frontpage Marketplace

[Sign Out](#)

 *To submit your ad, please complete the following Information*

Add Money

511

Please deposit money into your account before starting your ad campaigns. Your account will be deducted each time users click on your ad. All customers must make an initial minimum deposit of \$50.00. You will be asked for your credit card information subsequently.

Fill my account now \$

Automatic Payment Plan

512

Would you like us to automatically charge your credit card when your account runs out of funds?

No. Never charge my credit card automatically.

Yes. Charge my credit card \$ when my account balance falls to \$

[Continue](#)

[Cancel](#)

FIG. 5A



[Frontpage Marketplace](#) - [Yahoo!](#) - [Help](#)

Welcome, ellots5

Frontpage Marketplace

You must click the **Place Order** button to complete your order.

[Sign Out](#)

[Place Order](#) [Cancel](#)

By clicking "Place Order", you agree to the [Property TOS](#) and [Property Guidelines](#).

Order Information

Yahoo! ID: ellots5

Service: Frontpage Marketplace

Date: July 06, 2003

Immediate Charge: \$1,000.00

Payment Plan: Automatic Refill Plan.

Whenever your account balance falls to \$500.00, your credit card will be charged \$500.00.

Credit Card: Visa xxxx xxxx xxxx 1111 [\[Edit\]](#)

Expiration Date: 9/2003

Billing Address: Weima Raner
1001 Pooch Prairie Rd
Wichita, KS 45039
United States of America

You must click the **Place Order** button to complete your order.

[Place Order](#) [Cancel](#)

FIG. 5B

SELF-SERVICE PLATFORM FOR SELLING ADVERTISING

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YAHOO! Ad Central

Frontpage Marketplace - Yahoo! - Help

Welcome, elliot5

Frontpage Marketplace

Order Complete - Thank You!

Thank you for using Yahoo! Frontpage Marketplace. You will receive another confirmation message for this order by email. Click on the link below to continue.

[Continue](#)

Order Information

Yahoo! ID: elliot5

Service: Frontpage Marketplace

Order ID: 450457

Date: July 06, 2003

Immediate Charge: \$1,000.00

Payment Plan: Automatic Refill Plan.
Whenever your account balance falls to \$500.00, your credit card will be charged \$500.00.

Credit Card: Visa xxxx xxxx xxxx 1111

Expiration Date: 9/2003

Billing Address: Walma Rane
1001 Pooch Prairie Rd
Wichita, KS 45039
United States of America

FIG. 5C

Elliot Yasnovsky

From: Yahoo! Frontpage Marketplace [billing-general@yahoo-inc.com]
Sent: Sunday, July 06, 2003 4:52 PM
To: Weima Raner
Subject: Order Confirmation

YAHOO! Ad Central[Frontpage Marketplace - Yahoo! - Help](#)**Welcome, elliot5**[Sign Out](#)**Frontpage Marketplace**

Dear Weima:

Order Information

Yahoo! ID: elliot5
Service: Frontpage Marketplace
Order ID: 450457
Date: July 06, 2003

Immediate Charge: \$1,000.00**Payment Plan:** Automatic Refill Plan.

Whenever your account balance falls to \$500.00, your credit card will be charged \$500.00.

Billing Information

Payment Information: Visa
xxxx xxxx xxxx 1111
9/2003

[Edit](#)**Please save this information for your records.****FIG. 5D**

YAHOO! Ad Central

Frontpage Marketplace - Yahoo! - Help

Welcome, elliot5

Yahoo! Marketplace Ad Manager

[Manage Campaigns](#) | [Create Campaign](#) | [Manage Ads](#) | [Create Ad](#) | [Pricing](#) | [Reports](#) | [Alerts](#) | [My Account](#)

Create Campaign

1. Set Budget & Reserve Date
(s)
2. Create Ad
(optional)

- 1.
2. Create Ad
3. Name Campaign
4. Confirmation

Step 2. Create Ad

You may skip this step and create your ads later. However, you must create an ad at least five days prior to your requested reservation date(s). You may include up to five ads that will be rotated during your ad campaign.

You do not have approved or pending ads to choose from. Please [create a new ad to use in this campaign](#).

[Continue >](#) [Cancel](#)
(Continue and
Submit ads, if any)

FIG. 6A

YAHOO! Ad Central

Frontpage Marketplace - Yahoo! - Help

Welcome, ellots5

Frontpage Marketplace

Manage Campaigns | Create Campaign | Manage Ads | Create Ad | Pricing | Reports | Alerts | My Account

Create Ad

SELF-SERVICE PLATFORM FOR SELLING

ADVERTISING

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Sign Out

611 Create new ad **Go**
 Modify copy of existing ad **Select Ad ▾ Go**

Step 1: Name your Ad
The ad name will not be displayed when your ad runs. This is simply to help you identify your ads.

612 **Ad Name** **Patent File Service**

613 **Step 2: Select a Template**

Template 1: <Title> - <Description & Price>

Example Ad

• XYZ Shoes - 50% sale on all running shoes.
Prices include service taxes.

Template 2: <Title> - <Description & Price>

Example Ad

• XYZ Shoes - 50% sale on all running shoes.
Prices include service taxes.

Template 4: <Full Sentence with Title, Description & Price>

Example Ad

• 50% sale on all running shoes at XYZ shoes.

Template 3: <Title> - <Description & Price>

Example Ad

• XYZ Shoes - 50% sale on all running shoes.

FIG. 6B-1

SELF-SERVICE PLATFORM FOR SELLING
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Step 3: Enter Ad Text

614

Title	File Patents starting at \$199
URL	http://www.uspto.gov

Description

Call now for free
estimate 800-800-8000

Preview on Yahoo! Marketplace

Send for Review

(Send the ad to be reviewed by an editor. This process can take three days. You will be notified when the ad has been reviewed.)

Save Ad

Cancel

FIG. 6B-2

SELF-SERVICE PLATFORM FOR SELLING
ADVERTISING

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the new
Yahoo! Search

search the Web: [redacted]

Advanced
Search

New! **Yahoo! Mall Plus** - Powerful. Affordable. Sign up now!

Shop Auctions, Autos, Classifieds, Real Estate, Shopping, Travel
Find Hotels, Maps, People Search, Personal Ads, Yellow Pages
Connect Chat, GeoCities, Greetings, Groups, Mail, Messenger, Mobile
Organize Addresses, Briefcase, Calendar, My Yahoo!, PayDirect, Photos
Fun Games, Horoscopes, Kids, Movies, Music, Platinum, TV
Info Finance, Health, News, Sports, Weather [More Yahoo!...](#)

[Web Site Services](#) - Visit the Yahoo! Small Business Center

- Web Hosting
- Domain Registration
- Marketing Services
- E-commerce
- Business Mail
- Sell on Yahoo!

[Web Site Directory](#) - Sites organized by subject

[Business & Economy](#)
B2B, Finance, Shopping, Jobs...

[Computers & Internet](#)
Internet, Web, Software, Games...

[News & Media](#)
Newspapers, TV, Radio...

[Entertainment](#)
Movies, Humor, Music...

[Recreation & Sports](#)
Sports, Travel, Autos, Outdoors...

In the News

[redacted] 11:14am PT, Wed May 21

- Alleged al-Qaeda tape urges more strikes
- Saudis say suicide jet hijacking plot foiled
- EPA administrator Christie Whitman resigns
- WHO adopts historic anti-smoking pact
- Students disrupt NY Times reporter's speech
- Washington boy, 14, wins Geographic Bee
- Markets: Sep 500 + 0.2% - Nasdaq + 0.5%

[Name](#) • [Electronics](#) • [Books](#) • [Stocks](#) • [Weather](#)

• [Free Shipping!](#)

Check out HP's new line of Media
Center PCs. Starting at \$1299.99

• [Sign up for Hertz #1 Club](#) for free and get a
Double Upgrade

• [Shop for a degree online](#) - Choose from
bachelor's, master's, or doctoral programs.
• Is your credit score 720 or above? - If not,
click here to find out how to get it there!
• File Patents starting at \$189 - Call now for
free estimate 800-800-8000

[Science](#)
Animals, Astronomy, Earth Science...

FIG. 6C

YAHOO! Ad Central

[Yahoo! Front Page Marketplace](#) - [Yahoo!](#) - [Help](#)

Welcome, ellots

[Yahoo! Front Page Marketplace](#)

[Manage Campaigns](#) | [Create Campaign](#) | [Manage Ads](#) | [Create Ad](#) | [Pricing](#) | [Reports](#) | [Alerts](#) | [My Account](#)

** Please print this page and keep for your records **

Thank you!

Your ad has been submitted for review!

Your Campaign Number is: 500001131

It may take up to three days to review your ad.

Confirmation and status of your ad submission will be emailed to:

"elliot@yahoo-inc.com"

SELF-SERVICE PLATFORM FOR SELLING ADVERTISING

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Ad Name	Ad Text	Date	Campaign
Patent File Service	File Patents starting at \$199 - Call now for free estimate 800-800-8000	Wed 23-07-03	

FIG. 6D-1

SELF-SERVICE PLATFORM FOR SELLING
ADVERTISING

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Billing Address: Weima Raner
Running Dogs Inc.
1001 Pooch Prairie Rd
Wichita, KS 45039

Next Steps:

- Continue to Manage Ads - Edit your Ads, submit more ads etc..

FIG. 6D-2

YAHOO! Ad Central

Frontpage Marketplace - Yahoo! - Help

Welcome, elliot5

Frontpage Marketplace

Manage Campaigns | Create Campaign | Manage Ads | Create Ad | Pricing | Reports | Alerts | My Account

Manage Ads

Last Updated: Jul 03, 2003 4:14pm PDT

Manage Your Account

Name: **Walma Rane**
Account Balance: **\$1,000.00** [Add Money](#)

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[Campaigns](#)

[Ads](#)

[View: All](#) | [Approved](#) | [Pending](#) | [Unsubmitted](#) | [Declined](#)

[Create Ad](#)

Ad Name	Ad ID	Current Campaign	Text Copy	Lifetime	Last Updated	Ad Status
Patent File Service	500001131	-	File Patents starting at \$199 - Call now for free estimate 800-800-8000	Jul 06, 2003	Unsubmitted	edit delete* submit

Technical Writers	Ad ID	Current Campaign	Text Copy	Lifetime	Last Updated	Ad Status
Technical Writers	500001132	-	Highly Trained - Only \$15/hr any subject. Click 4 details	Jul 06, 2003	Declined	edit delete*

Weimaraners, Greyhounds	Ad ID	Current Campaign	Text Copy	Lifetime	Last Updated	Ad Status
Weimaraners, Greyhounds	500001133	-	Lovely running companions - weimaraners & greyhounds \$500ea	Jul 06, 2003	Approved	edit delete*

* Clicking "delete" will permanently remove this ad. You will not be able to use the ad at a later time.

FIG. 6E

YAHOO! Ad Central

Frontpage Marketplace - Yahoo! - Help

Welcome, elliot5

Yahoo! Marketplace Ad Manager

Manage Campaigns | Create Campaign | Manage Ads | Create Ad | Pricing | Reports | Alerts | My Account

Alerts

Receive alerts when changes to your campaign or account occur.

Pricing Availability Alert

Notify me when future prices become available.

Account Balance Alert

Notify me when my account balance falls below my specified amount. For example, if you want to make sure your account balance does not fall to \$100.00, you would enter that amount in the box below. When your balance hits \$100.00, an email will be sent to you.

Send me an email when my account balance falls below \$

SELF-SERVICE PLATFORM FOR SELLING
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FIG. 7

SELF-SERVICE PLATFORM FOR SELLING

ADVERTISING

Inventors: Yasnovsky et al.

Serial No.: 10/700,837

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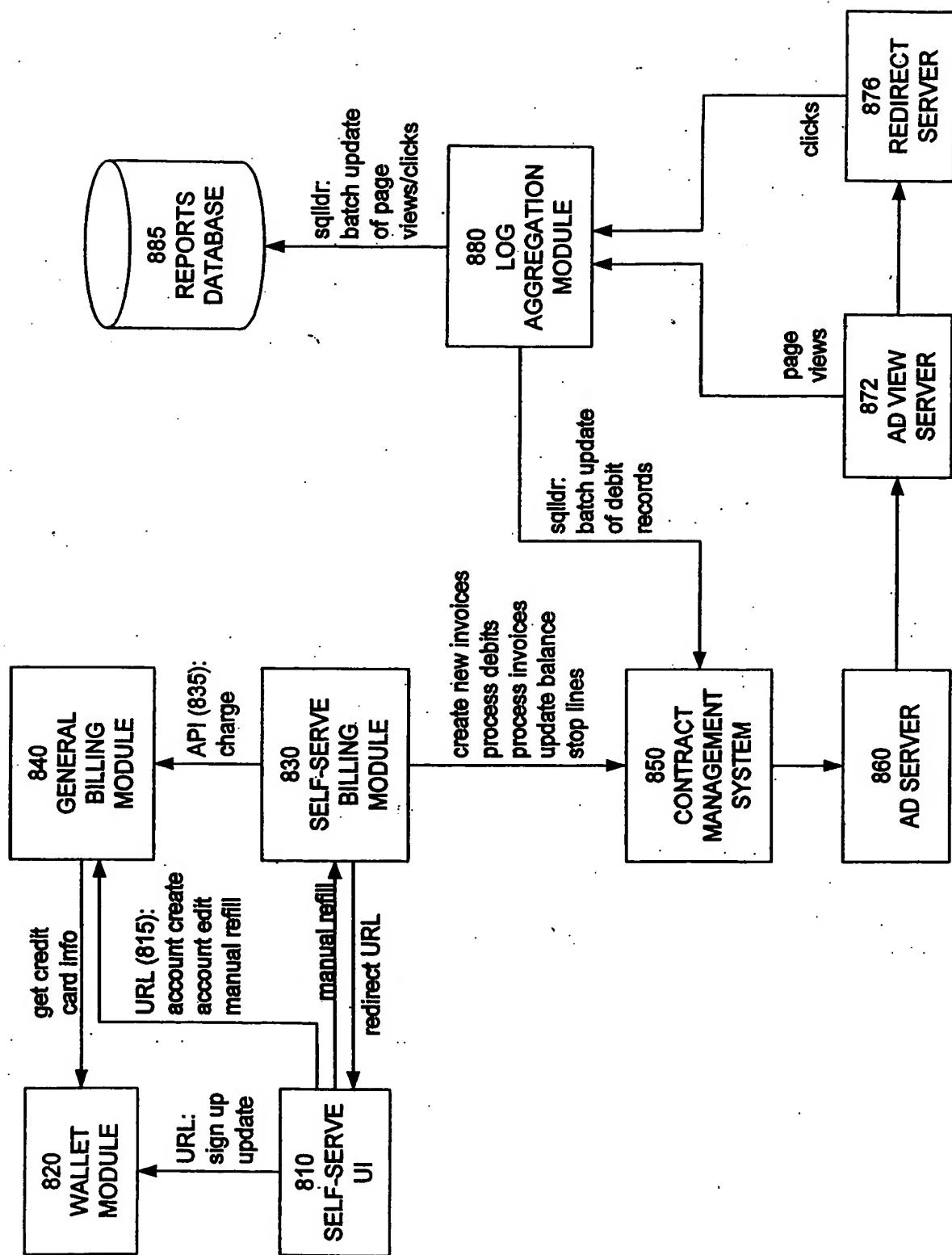


FIG. 8

SELF-SERVICE PLATFORM FOR SELLING
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Inventors: Yasnovsky et al.
Serial No.: 10/700,837
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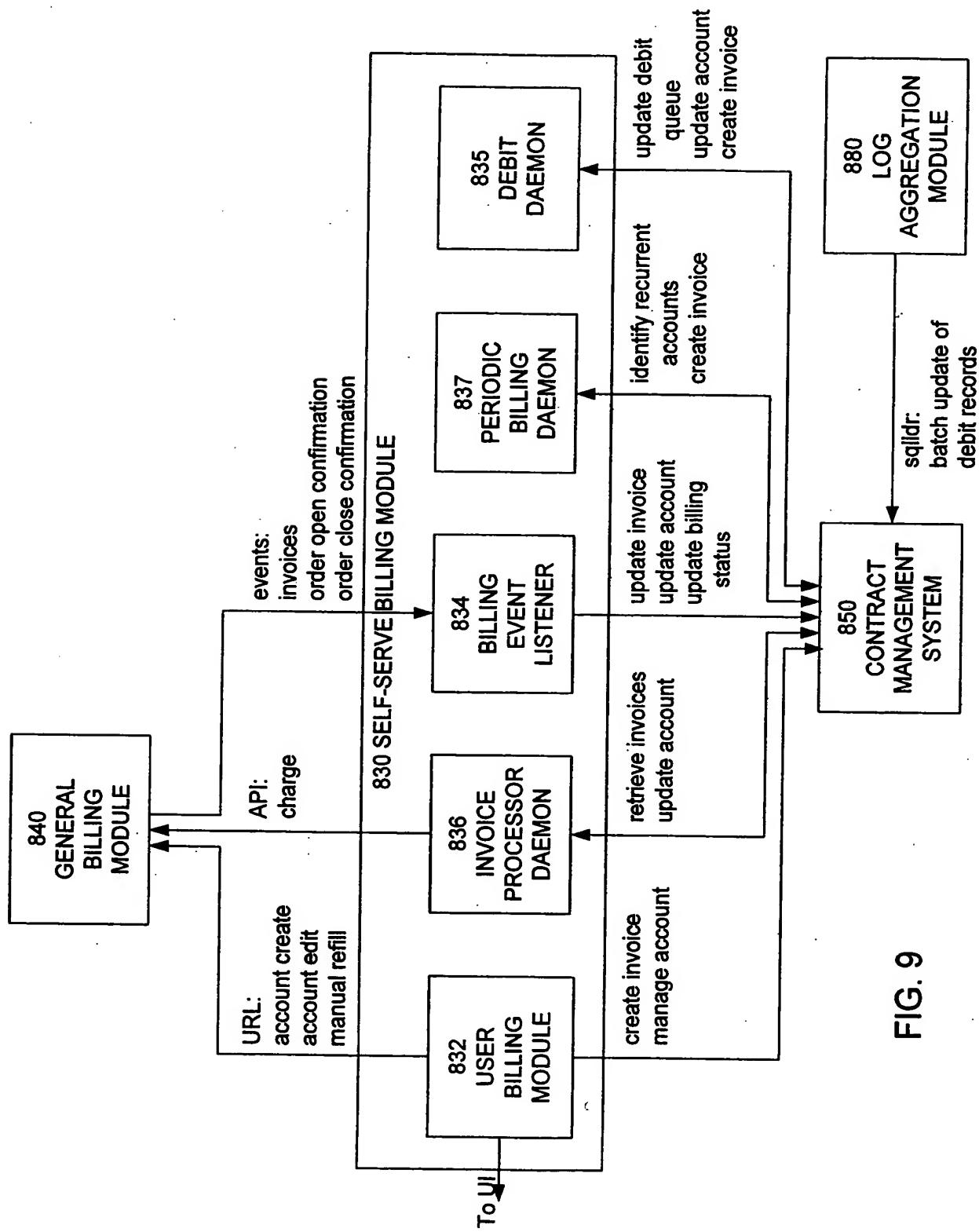


FIG. 9

SELF-SERVICE PLATFORM FOR SELLING
ADVERTISING

Inventors: Yasnovsky et al.

Serial No.: 10/700,837

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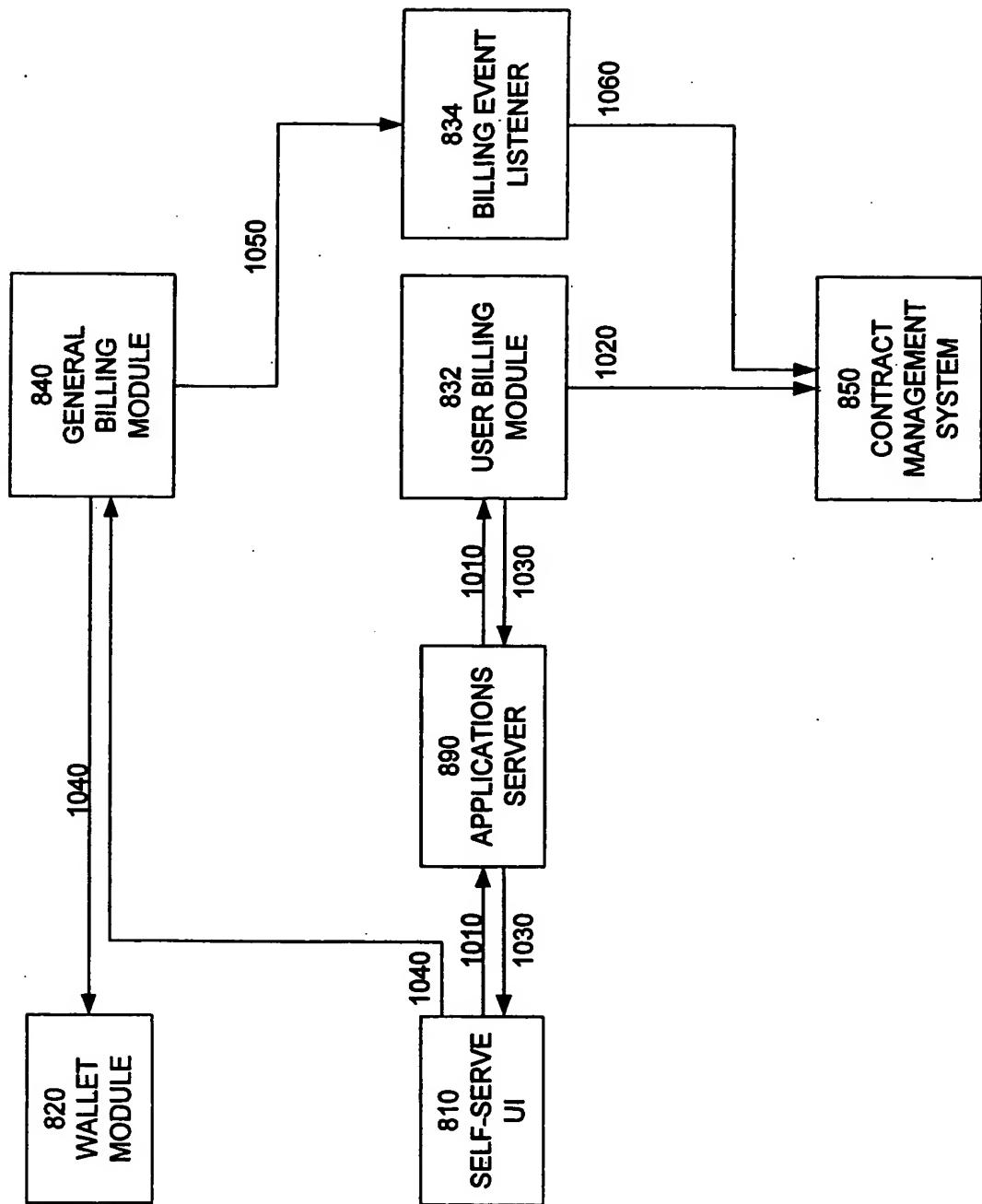


FIG. 10

SELF-SERVICE PLATFORM FOR SELLING
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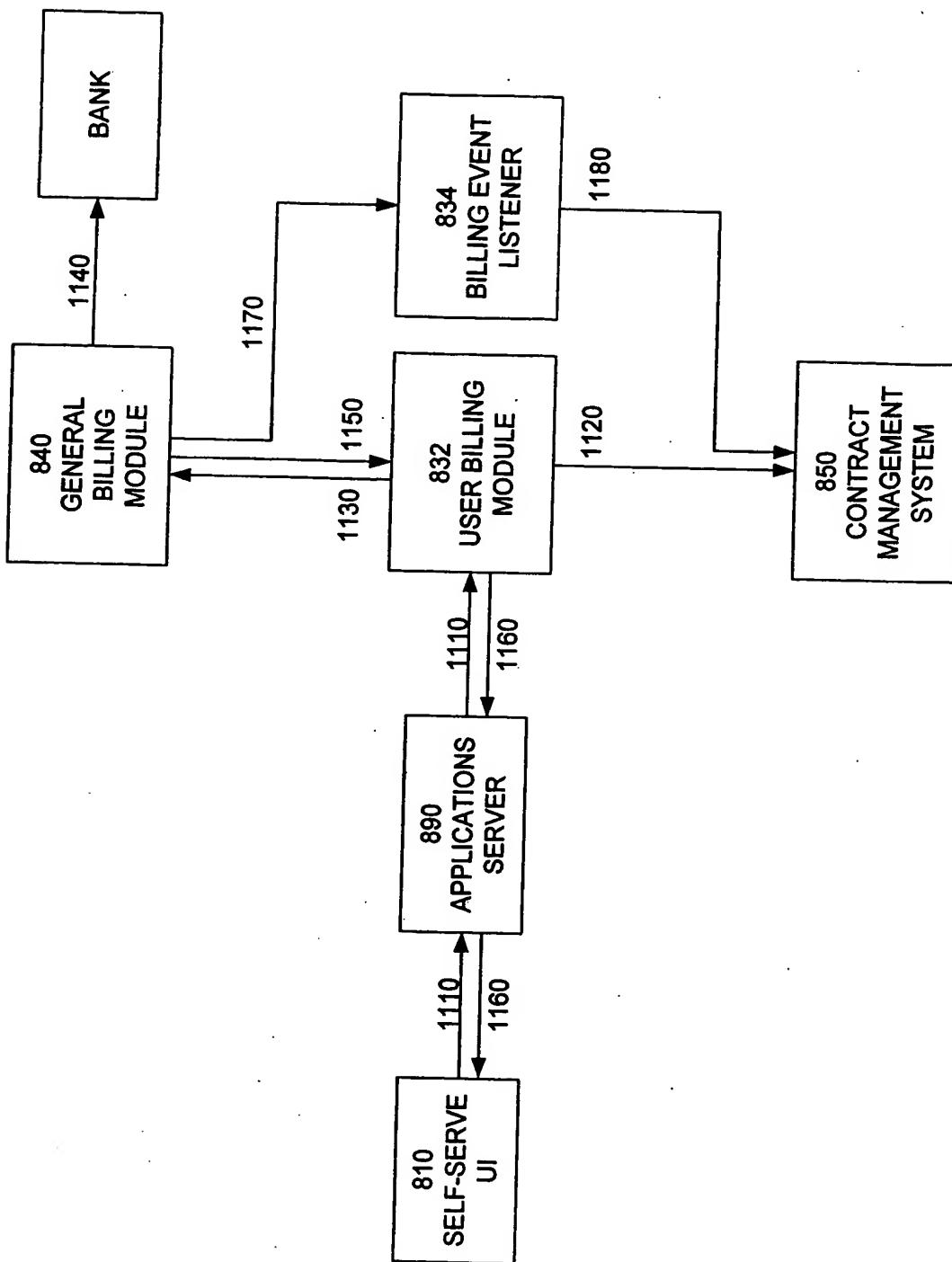


FIG. 11

SELF-SERVICE PLATFORM FOR SELLING

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Inventors: Yasnovsky et al.

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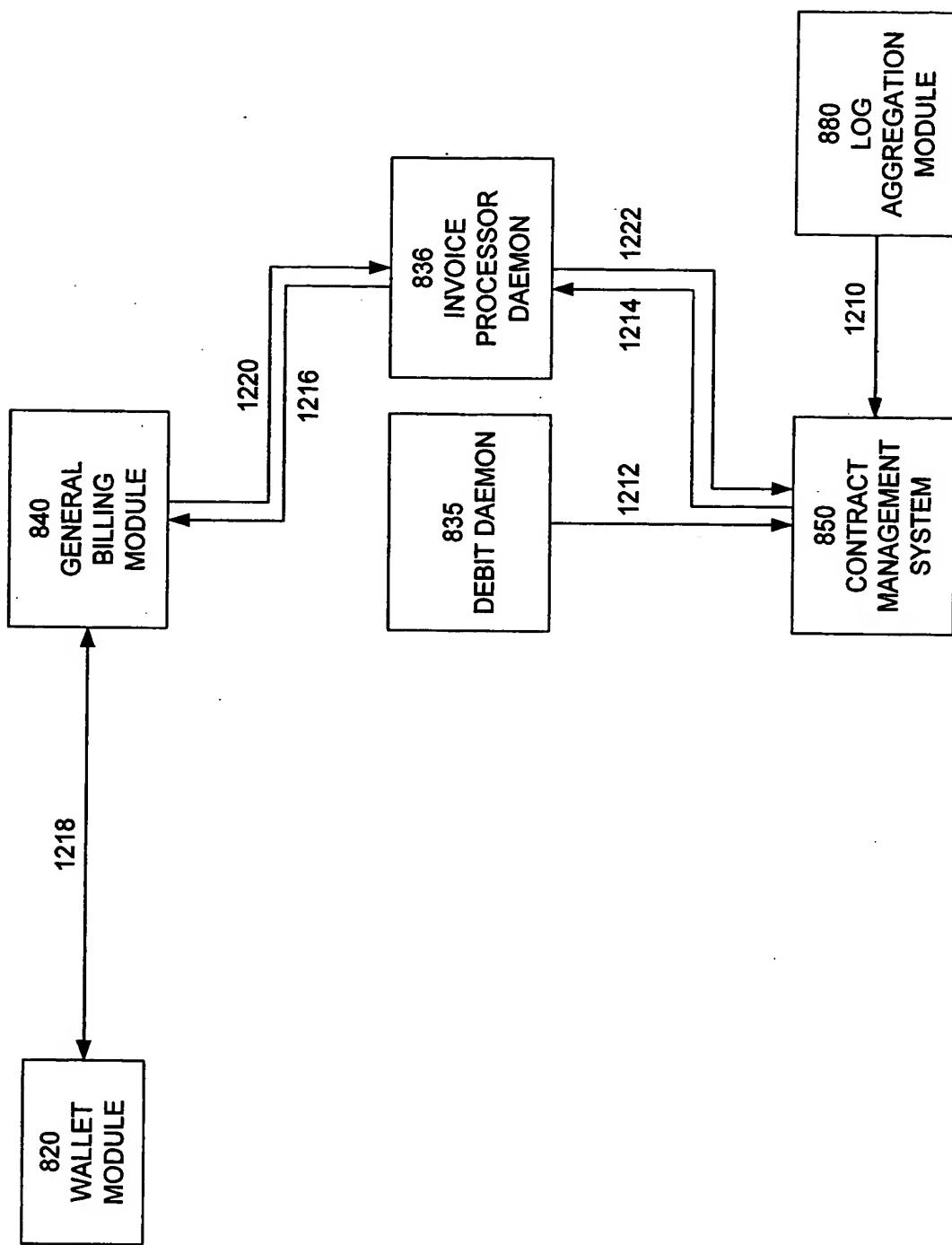


FIG. 12A

SELF-SERVICE PLATFORM FOR SELLING

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Inventors: Yasnovsky et al.

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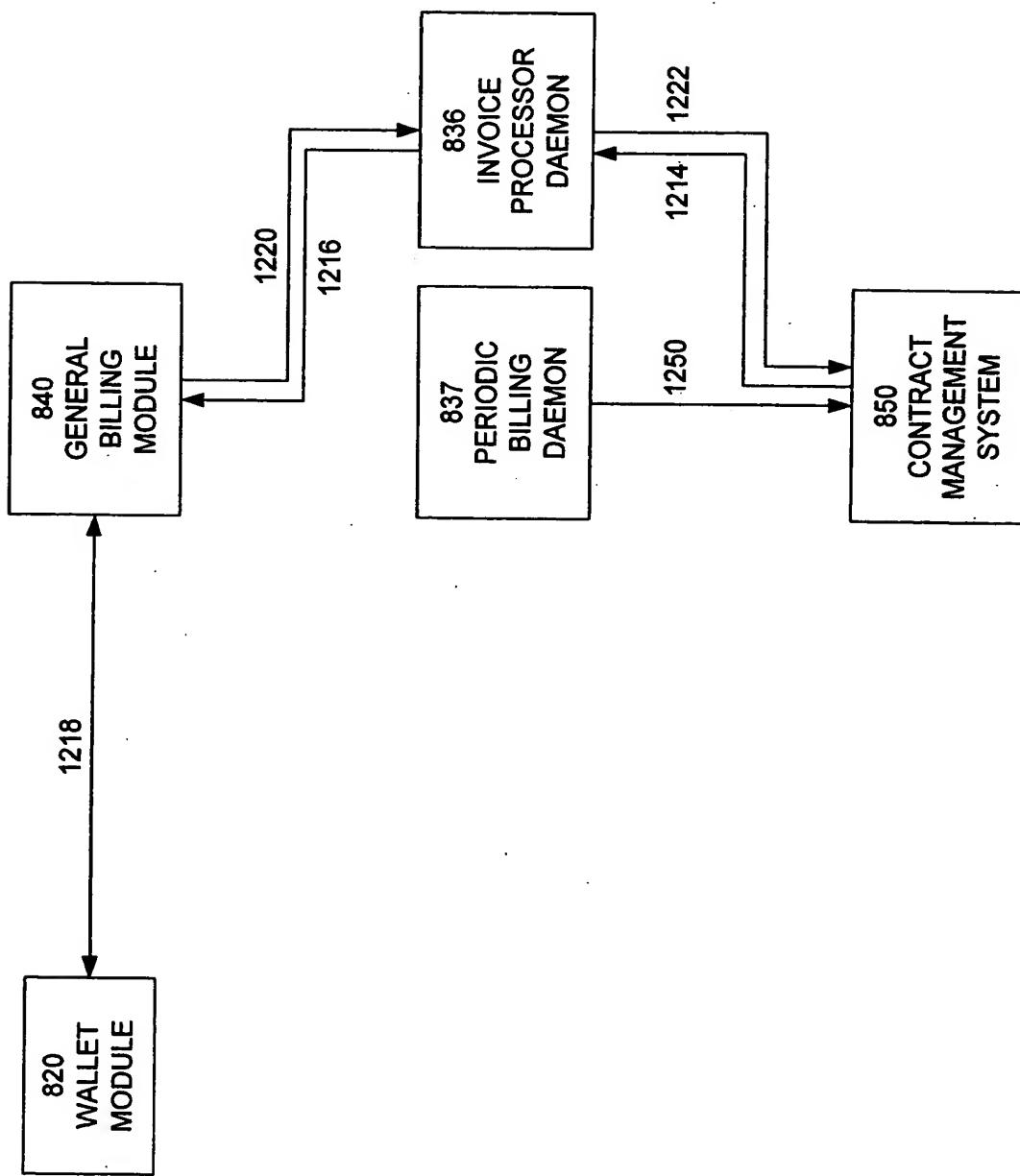
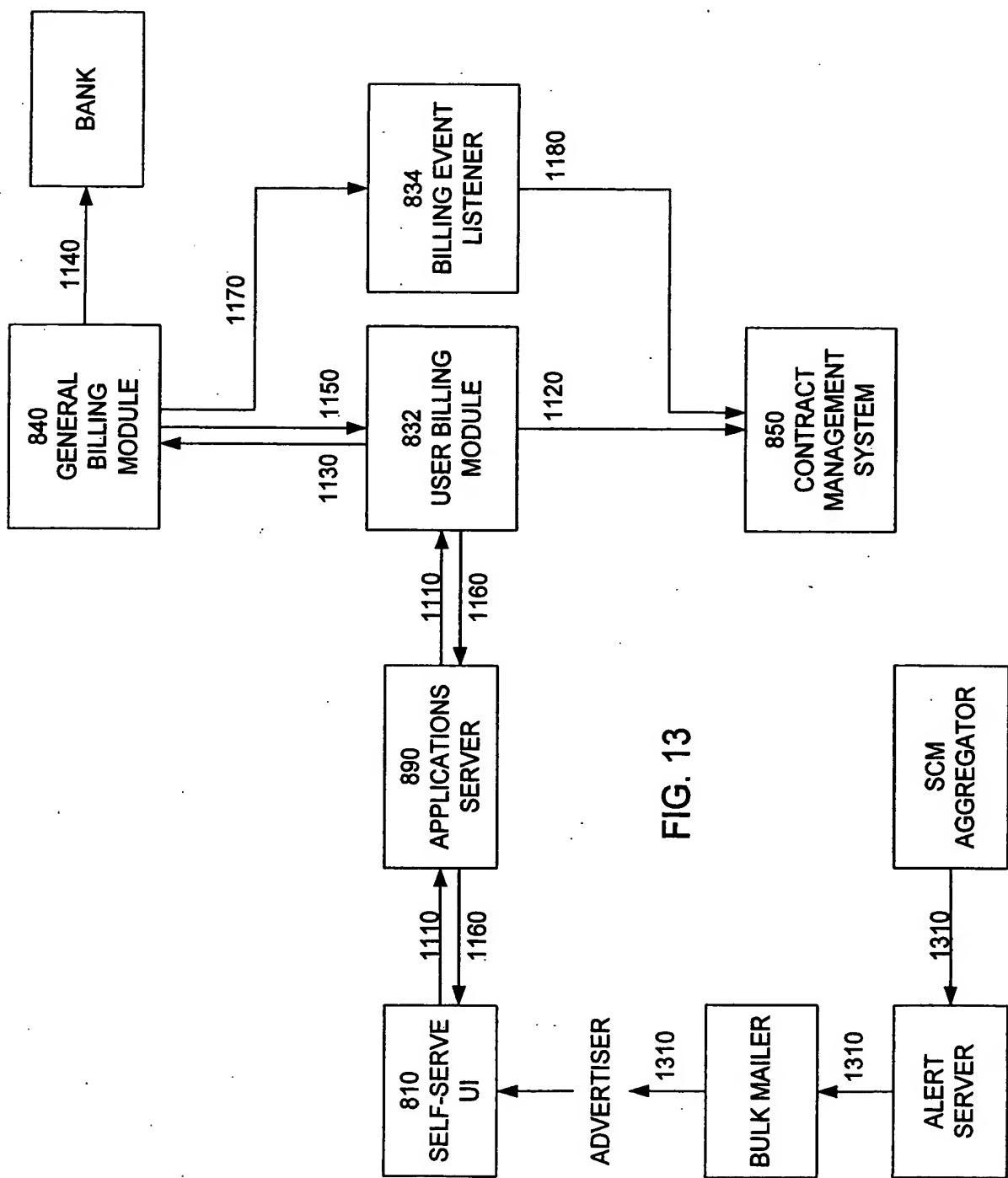


FIG. 12B

SELF-SERVICE PLATFORM FOR SELLING
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SELF-SERVICE PLATFORM FOR SELLING
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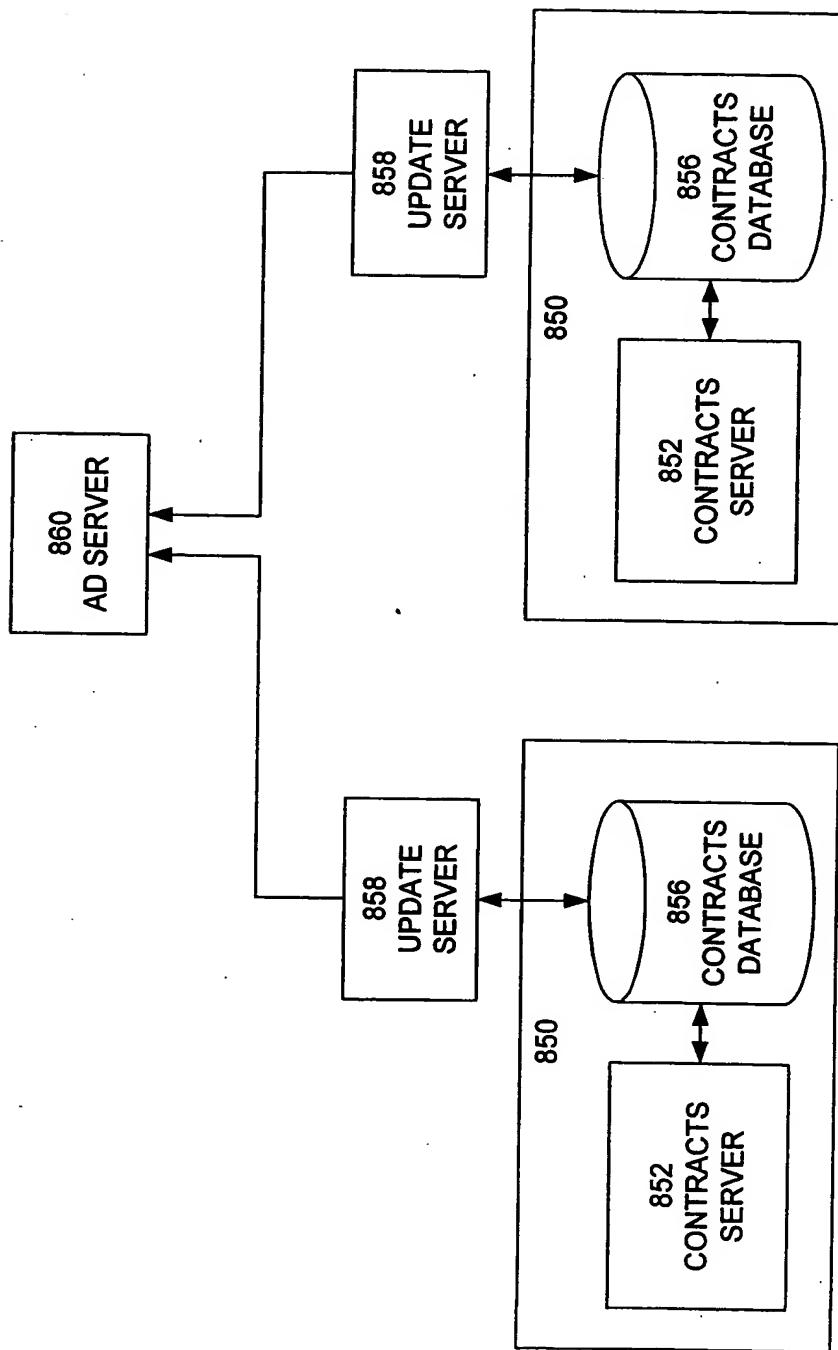


FIG. 14

SELF-SERVICE PLATFORM FOR SELLING
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Inventors: Yasnovsky et al.
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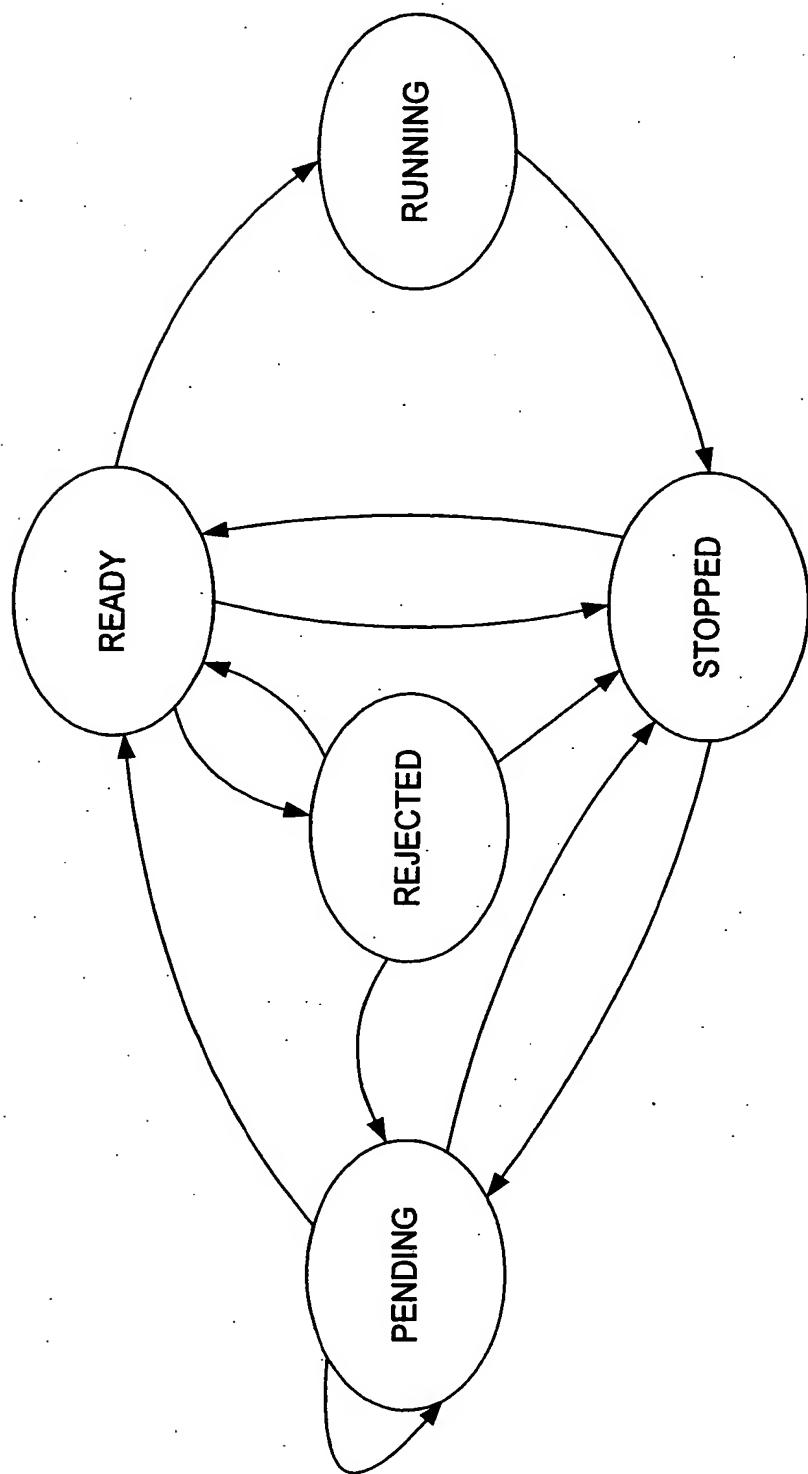


FIG. 15

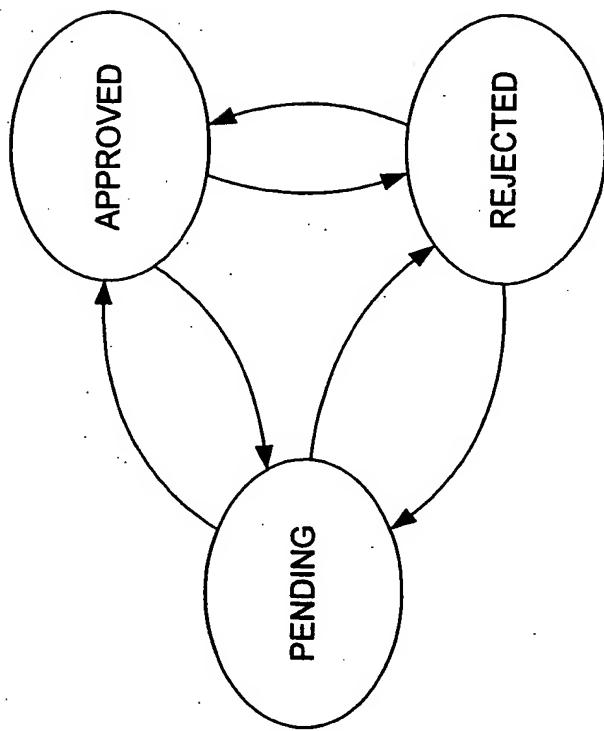


FIG. 16

SELF-SERVICE PLATFORM FOR SELLING
ADVERTISING

Inventors: Yasnovsky et al.

Serial No.: 10/700,837

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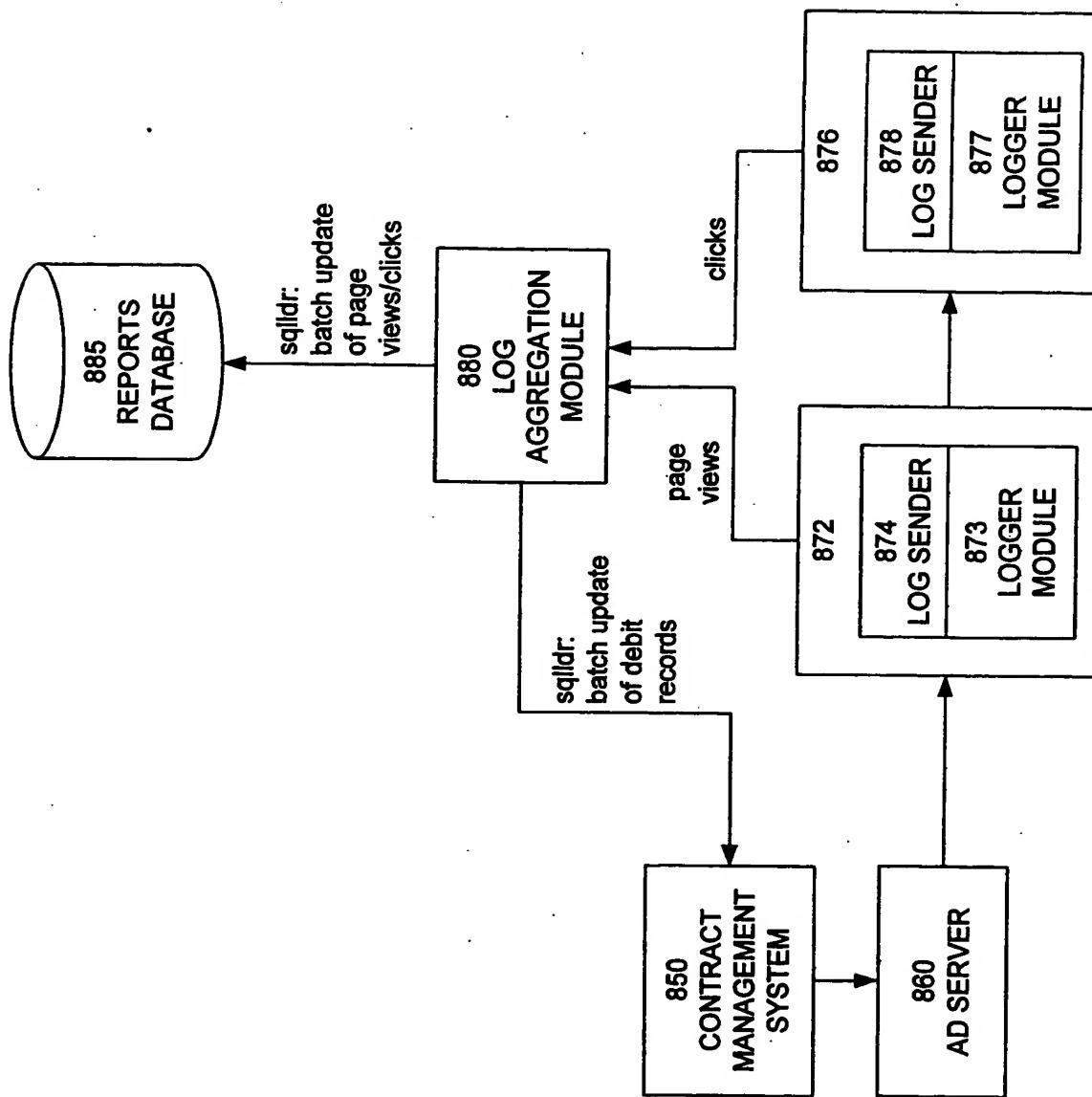


FIG. 17

SELF-SERVICE PLATFORM FOR SELLING
ADVERTISING

Inventors: Yasnovsky et al.
Serial No.: 10/700,837
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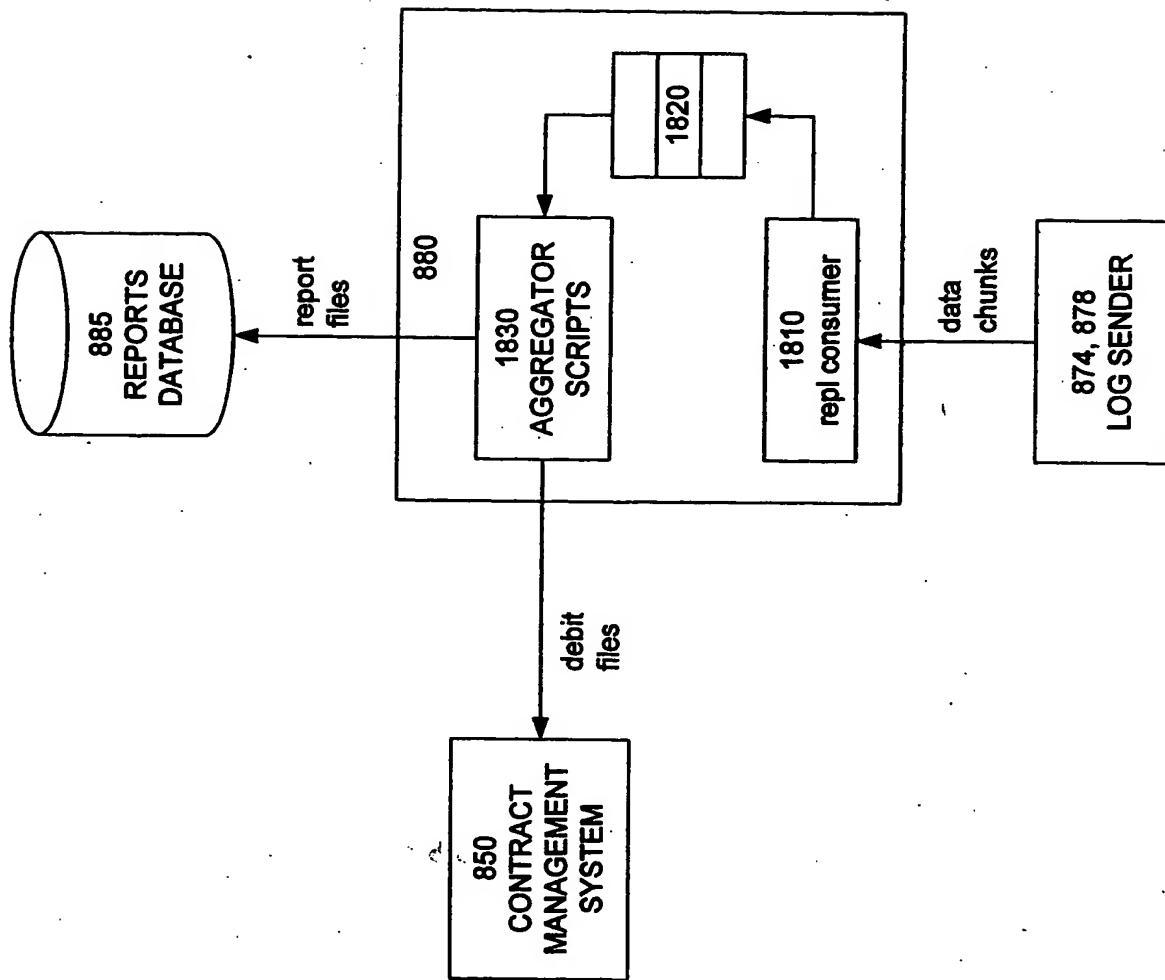


FIG. 18

SELF-SERVICE PLATFORM FOR SELLING
ADVERTISING

Inventors: Yasnovsky et al.

Serial No.: 10/700,837

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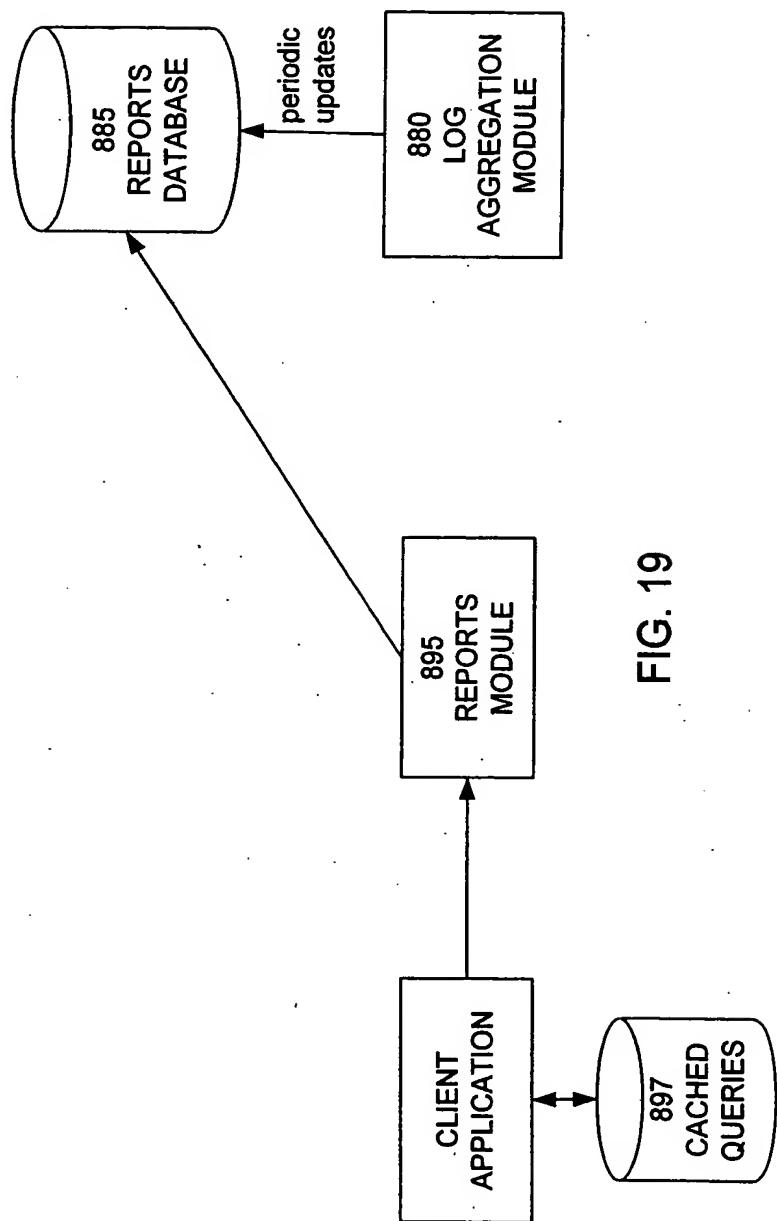


FIG. 19